

ABSTRACT OF THE DISCLOSURE

A transaction for purchasable content is facilitated over an electronic network, wherein the purchasable content includes downloadable digital data. A first presence is maintained on the electronic network to which a consumer may connect. A first page is transmitted from the first presence to the consumer over the electronic network, such that the first page includes information concerning the purchasable content. A command is received from the consumer over the electronic network indicating that the consumer wishes the transaction for the purchasable content. The consumer is automatically linked to a second presence on the electronic network in response to the command such that the consumer may interact with the second presence over the electronic network to complete the transaction for the purchasable content.